GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4242
ANSWERED ON:26.08.2004
IMPLEMENTATION OF PROJECTS AND SCHEMES
Barad Shri Jashubhai Dhanabhai

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the projects/schemes implemented by the Ministry for providing necessary information in respect of Government policies and schemes;

(b) the modalities used for reaching such information to the rural people in far − flung areas, particularly the illiterates;

(c) whether the Ministry has any proposal to expand the information base to be disseminated for the benefit of the people; and

(d) if so, the details of the same?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

(a) to (d) : A Statement is annexed.

STATEMENT MENTIONED IN REPLY TO PARTS (A) TO (D) OF THE LOK SABHA UNSTARRED QUESTION NO.4242 TO BE ANSWERED ON 26.8.2004

(a) & (b): Prasar Bharati and all the media units of this Ministry disseminate information regarding the policies and programmes of the Government among the public.

All India Radio and Doordarshan broadcast/telecast programmes such as documentaries, plays, discussions, talks, interviews, jingles etc to inform people about various schemes and policies of the Government.

Press Information Bureau (PIB) gives multimedia publicity to propagate the policies and programmes of the Government by way of press releases and communiquÃ©s, photo publicity, press briefings, press conferences, press tours, etc.

Directorate of Advertising and Visual Publicity (DAVP) brings out printed publicity material like posters, brochures, booklets, leaflets; releases advertisements in newspapers, puts up hoardings/ wall paintings and organizes photo exhibitions to publicize the schemes and programmes of the Government.

The Publications Division and the Research, Reference and Training Division seek to disseminate valuable information and documents on the multifaceted culture of our country through their various publications.

The Directorate of Field Publicity (DFP) and the Song & Drama Division utilize inter-personal communication for taking the Government policies and programmes especially to rural areas through their field units/troupes, by way of film shows, live song and drama programmes, elocution contests, group discussions and seminars etc.

Films Division is devoted to the production and distribution of documentaries and news magazines, featurettes for the purpose of publicizing Government policies and programmes through theatrical circuits and mobile units of DFP etc.

The Ministry has set up Inter Media Publicity Coordination Committees (IMPCCs), headed by an officer of AIR/Doordarshan or a media unit, in each State capital. The IMPCCs have officers of AIR, Doordarshan, media units of this Ministry, State Departments of Information and Public Relations, specialized publicity agencies of the State, Public Sector Undertakings etc. The IMPCCs meet regularly and discuss and select themes for carrying out publicity campaigns in a coordinated manner.

(c) & (d) : The inputs for the publicity of programmes, schemes and policies of different Ministries/Departments are received from the respective Ministries/Departments. The Ministry of Information and Broadcasting publicizes the information received from the concerned Ministry/Department through Prasar Bharati and other media units.